

Public Relations

Purpose

In recognition of the Robbins Library's responsibility to maintain continuing communication with present and potential users of the Robbins Library's services and resources, so as to assure effective and maximum use by all citizens, the Board of Trustees of the Robbins Library adopts the following policy.

The objectives of the Robbins Library's public relations programs are to

- Promote community awareness of library service
- Stimulate public interest in and usage of the Robbins Library
- Develop public understanding and support of the Robbins Library and its role in the community.

Policy

1. An annual plan of specific goals and activities shall be developed, sufficient funds shall be allocated to carry out the program, and the program shall be evaluated periodically.
2. Continuing education opportunities shall be made available to library staff members to assure courteous, efficient, and friendly contact with library patrons and the general public.
3. Personal and informational group contacts shall be maintained with Friends of Robbins Library, Friends of Fox Library, Robbins Library Foundation, government officials, opinion leaders, services clubs, civic associations, and other community organizations by library staff, and Board members.
4. Local media shall be utilized to keep the public aware of and informed about the Robbins Library's resources and services. Only staff members designated by the Director or Board of Trustees prepare press releases and other materials for the media. Staff members listed, as contacts on press releases are responsible for answering inquiries from the media about them. All other inquiries from the media about library policies, procedures or issues should be referred to the Director, or the Assistant Director, or designee if the Director is not available.
5. Newsletters, brochures, and other promotional materials shall be produced and distributed through effective methods of reaching the public. The library and town websites, social media and cable TV will also be utilized.
6. The Robbins Library may sponsor programs, classes, exhibits, and other library related activities and shall cooperate with other groups in organizing these to fulfill the community's needs for educational, cultural, informational, or recreational opportunities.
7. The Library Director or a designated qualified staff member shall have the responsibility for coordinating the Robbins Library's public relations and public information activities.

Adopted by the Board of Trustees 12/14/04; Amended 10/11/11

